WHAT IS CLAIMED IS:

1. A method of identifying a device comprising:

receiving a request to establish a Point to Point Protocol over Ethernet (PPPoE) session on behalf of a Local Area Network (LAN) side device;

outputting a PPPoE discovery stage packet that comprises a tag identifying the LAN side device;

receiving a different request to establish a different PPPoE session on behalf of a different LAN side device; and

outputting a different PPPoE discovery stage packet that comprises a different tag identifying the different LAN side device.

2. The method of claim 1, wherein the PPPoE discovery stage packet comprises a PPPoE Active Discovery Initiation packet.

3. The method of claim 1, further comprising maintaining information associating the LAN side device with the tag and the different LAN side device with the different tag.

4. The method of claim 1, further comprising receiving an access concentrator packet responsive to the PPPoE discovery stage packet, the access concentrator packet comprising the tag.

5. The method of claim 4, further comprising:

recognizing the tag in the access concentrator packet; and

communicating the access concentrator tag to the LAN side device.

6. The method of claim 4, wherein the access concentrator packet comprises a PPPoE Active Discovery Offer packet and comprises the tag in an unmodified form.

7. The method of claim 1, wherein the tag complies with a Host-Uniq TAG construct described in IETF RFC 2516.

8. The method of claim 1, further comprising utilizing a PPPoE client executing at a node at least partially interconnecting a LAN to a wide area network node to generate the PPPoE discovery stage packet.

9. The method of claim 1,further comprising:

enabling a Point to Point Protocol (PPP) session for the LAN side device; and

enabling a different Point to Point Protocol (PPP) session for the different LAN side device.

10. The method of claim 9, further comprising disabling a Network Address Translation feature in connection with the PPP session.

11. The method of claim 1, further comprising receiving the request via a connection type selected from the group consisting of an Ethernet link, an 802.11(x) link, a Bluetooth link, a Universal Serial Bus link, and a powerline networking link.

12. The method of claim 1, further comprising utilizing a modem device to output the PPPoE discovery stage packet, wherein the modem device is selected from the group consisting of an xDSL modem, a cable modem, a fixed wireless modem, and a satellite modem.

13. The method of claim 1, further comprising:

utilizing a modem device to output the PPPoE discovery stage packet and the different PPPoE discovery stage packet; and

communicatively coupling the modem device and a plurality of other modem devices to an access concentrator node of a wide area network.

14. A device identification system, comprising:

an access concentrator having a computing platform and an interface operable to facilitate a communicative coupling of a plurality of remote devices to the computing platform;

a second interface communicatively coupled to the computing platform and operable to facilitate an outputting of a collection of information representing a PPP session of a first of the plurality of remote devices and a different PPP session of a different one of the plurality of remote devices; and

a Local Area Network (LAN) engine communicatively coupled to the interface and configured to recognize an identification tag in a packet included in a discovery stage of the PPP session, the identification tag identifying a subscriber LAN device communicating the packet via the first of the plurality of remote devices.

15. The system of claim 14, wherein the tag complies with a Host-Uniq TAG construct described in IETF RFC 2516.

16. The system of claim 15, wherein the LAN engine is at least partially embodied by a processor accessing a computer-readable medium having computer-readable instructions and executing the computer-readable instructions to recognize an existence of the tag, to identify device identification information contained in the tag, and to update a memory associated with a Broadband Remote Access Server to acknowledge the device identification information.

17. The system of claim 14, further comprising the first of the plurality of remote devices, wherein the first of the plurality of remote devices comprises an xDSL modem.

18. The system of claim 14, wherein the access concentrator comprises a cable modem termination system.

19. The system of claim 14, wherein the access concentrator comprises a digital subscriber line access multiplexer.

20. The system of claim 14, further comprising a Broadband Remote Access Server communicatively coupled to the LAN engine and operable to maintain information representing the subscriber LAN device.

21. A method of identifying remote devices, comprising:

receiving a PPPoE packet from a remote node;

recognizing that the PPPoE packet comprises a tag including information associated with a device communicating via the remote node;

receiving another PPPoE packet from the remote node; and

recognizing that the other PPPoE packet comprises a different tag including other information associated with a different device communicating via the remote node.

22. The method of claim 21, further comprising:

associating the remote node with a subscriber; and

maintaining subscriber information comprising an identification of the device and the different device.

23. The method of claim 21, further comprising providing a broadband link at least partially interconnecting a communication network node and the remote node.

24. The method of claim 21, wherein the PPPoE packet comprises a PPPoE Active Discovery Initiation (PADI) packet.

25. The method of claim 21, further comprising:

providing a broadband link at least partially interconnecting a communication network node and the remote node;

associating the remote node with a subscriber;

maintaining subscriber information comprising an identification of the device and the different device; and

altering a cost of using the broadband link in response to recognizing an additional device communicating with the communication network node via the remote node.

26. The method of claim 21, further comprising:

providing a broadband link at least partially interconnecting a communication network node and the remote node;

associating the remote node with a subscriber;

maintaining subscriber information comprising an identification of the device and the different device; and

considering the subscriber information in connection with generating a marketing offer presentable to the subscriber.

27. The method of claim 21, further comprising:

providing a broadband link at least partially interconnecting a communication network node and the remote node;

associating the remote node with a subscriber;

maintaining subscriber information comprising an identification of the device and the different device; and

considering the subscriber information in connection with making a communication network planning decision.

28. The method of claim 21, further comprising:

providing a broadband link at least partially interconnecting a communication network node and the remote node;

associating the remote node with a subscriber;

maintaining subscriber information comprising an identification of the device and the different device;

receiving a trouble-shooting request from the subscriber; and

considering the subscriber information in connection with offering a suggestion responsive to the trouble-shooting request.

29. The method of claim 21, wherein the communication network node comprises a Broadband Remote Access Server.

30. The method of claim 21, wherein the device is selected from a group consisting of a computer, a wireless access point, a Universal Serial Bus device, a Voice over Internet Protocol telephone, a television, a Set Top Box, a refrigerator, a washing machine, and a home networking device.

31. The method of claim 21, wherein the tag comprises a sixteen bit tag.

32. The method of claim 21, wherein the tag complies with a Host-Uniq TAG construct described in IETF RFC 2516.